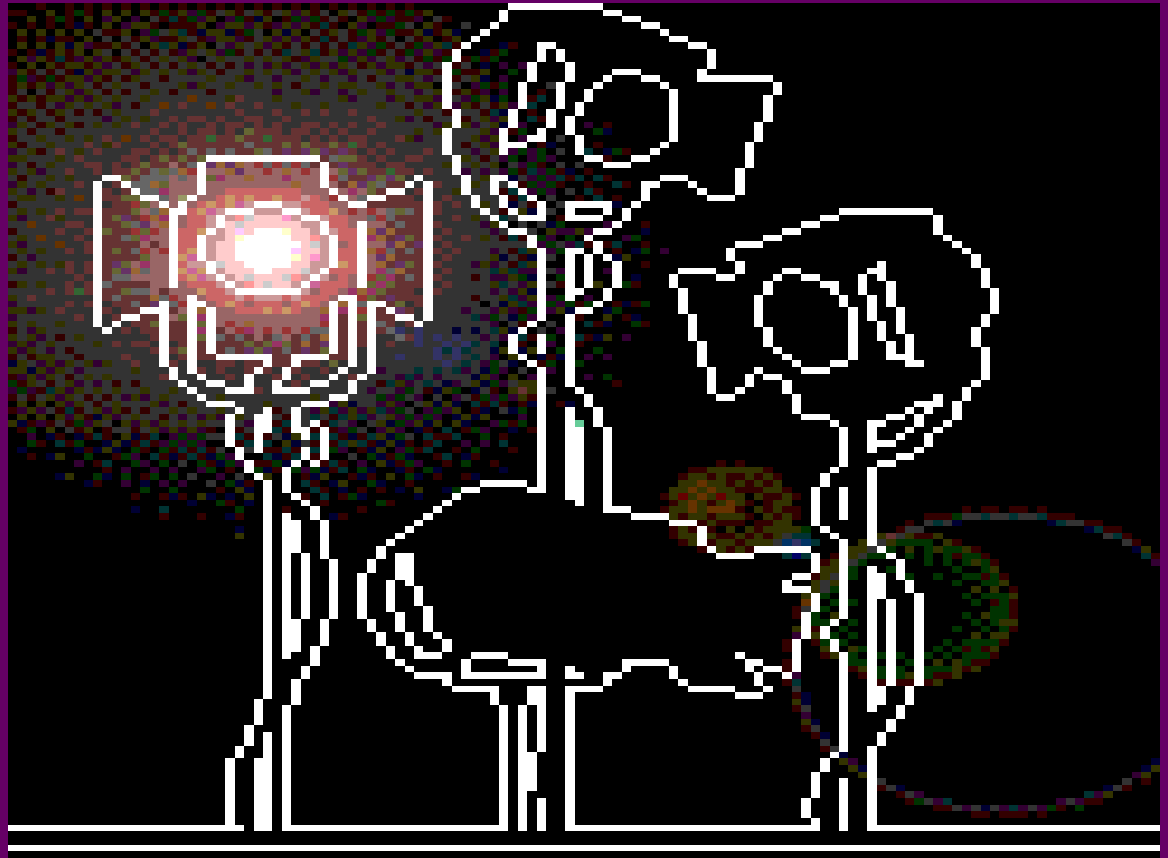


Conference Highlights



NUTRITION CONNECTIONS

PEOPLE, PROGRAMS, and SCIENCE



FNS NATIONAL NUTRITION EDUCATION CONFERENCE

Monday



Its
about
people-



Now, where did
you say the
break room will
be?



Social

Marketing

Social Marketing



Motivational Interviewing

Putting people in the
changing lane

Motivational Interviewing



Facilitated Group

Discussions

Focusing on what people want...

Listen, Share &
Support



Exhibits Galore

Food Stamp Nutrition Connection

The Resource for Food Stamp Nutrition Educators



U.S. Department of Agriculture

Food and Nutrition Service
Agricultural Research Service
National Agricultural Library
Food and Nutrition Information Center
University of Maryland



www.nal.usda.gov/foodstamp





Federal Showcase





Poster

Presentations

10



MARCH FOR YOUR HEALTH - FEED YOUR NEED TO READ

Collaborating to Jumpstart Eating Healthful Foods and Moving More in Illinois

Penny Roth, Joan Love & Vicki Rowe

Nutrition Month in Illinois

- March 2002 Nutrition Month theme "March For Your Health - Feed Your Need To Read" emphasized the importance of healthy eating, physical activity and reading to families.
- Collaboration by the Illinois Interagency Nutrition Council (INC) members jumpstarted this theme through the use of local programming around the state.

What is INC?

- The Illinois Interagency Nutrition Council (INC) promotes health and wellness through nutrition education, coordination of services and access to nutrition programs so that Illinois residents can have enough food for each month for their families.

<http://www.aces.uiuc.edu/INC>

INC Collaborators:

U of I Extension EFNEP & FNP Nutrition Programs, Illinois Food Stamp Office, Illinois Hunger Coalition, Women, Infants and Children (WIC), Child Nutrition Programs, Special Supplemental Nutrition Program for Women, Infants and Children (WIC), Commodity Supplemental Food Program, Farmers Market Nutrition Program, Senior Nutrition Programs, Illinois Community Action Association, and Illinois Department of Public Health Chronic Disease programs.



Why "March For Your Health Feed Your Need To Read" Theme?

- More than 33 percent of Illinoisans are at risk of obesity.
- Only 24 percent of Illinoisans eat the recommended 5 or more servings of fruits and vegetables each day (Behavioral Risk Factor, 1999).



Local Programming:

- Books were provided to local agencies with a facilitator guide to help those reading on how to teach nutrition to children.
- Reading programs, with a nutrition focus, were coordinated at local libraries, Head Start Programs and childcare settings by community leaders.

Walk Around Illinois



- WIC programs across the state planned events that involved reading to children about nutrition and physical activity.

- University of Illinois Extension sponsors "Walk Around Illinois" to promote physical activity across the state. Local county programming encourages participation through health education and tracking how far people walk using pedometers.

OUTCOMES:

- The Governor of Illinois has declared March as Nutrition Month in Illinois. State Capitol events reached over 100 legislators and staffers.
- Events at health departments, WIC agencies, childcare and Head Start reached over 3,450 caregivers and children.
- One hundred local agencies received resources and materials to share with 250,000 WIC participants.
- Near North Health Services WIC program in Chicago had community leaders reading stories in both English and Spanish to 225 children in their clinics. They made personalized food books to take home and created book marks.
- The Governor proclaimed the First Monday in May as "Walk Day" in Illinois.
- Illinois residents have walked over 39,000 miles or about 30 times around Illinois.



University of Illinois • United States Department of Agriculture • Local Extension Councils Cooperating
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